

Message Text

PAGE 01 TOKYO 11088 111116Z

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ACTION EA-09

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TO USDOC WASHDC

INFO SECSTATE WASHDC 2371

UNCLAS TOKYO 11088

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT - OCEAN/MARINE INSTRUMENTATION
EXHIBITION

1. EXHIBITON: OCEAN/MARINE INSTRUMENTATION EXHIBITION

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN, AUGUST 4-8,
1975

3. U.S. PARTICIPANTS SEEKING REPRESENTATION: FOUR

A) AGENTS AND DISTRIBUTORS APPOINTED: NONE

B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: TWO (31 LEADS)

C) LICENSEE AGREEMENTS UNDER NEGOTIATION: ONE (5 LEADS)

D) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: TWO (20 LEADS)

4. SALES:

A) IMMEDIATE: \$87,500

1) NON-ESTABLISHED: \$87,500

2) ESTABLISHED: N/A

3) COOPERATOR: 0

B) TWELVE-MONTH PROJECTION: \$3,102,000

1) NON-ESTABLISHED: \$2,002,000

2) ESTABLISHED: N/A

3) COOPERATOR: \$1,100,000

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PAGE 02 TOKYO 11088 111116Z

5. REGISTERED VISITORS: 1,325 (1,405 HAND-COUNT)

6. TOTAL PARTICIPANTS: SIXTEEN (NUMBER OF U.S. FIRMS REPRESENTED: 25
)

- A) NON-ESTABLISHED: FOURTEEN
- B) ESTABLISHED: NONE
- C) COOPERATOR: TWO
- D) FULLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: EIGHT
- E) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: EIGHT
- F) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE: NONE
- G) U.S. PARTICIPANTS WITH REPRESENTATIVES ATTENDING FROM U.S.: FIVE

7. NARRATIVE:

OPENING CEREMONIES WERE HELD ON MONDAY, AUGUST 4, BEGINNING AT 5:00 P.M. FOLLOWING WELCOMING REMARKS BY ZHACTING TCD, CONGRATULATORY SPEECHES WERE MADE BY AMBASSADOR L. WILLIAM LANE, U.S. COMMISSIONER GENERAL, INTERNATIONAL OCEAN EXPO '75, JAPANESE GUEST OF HONOR DR. TADAYOSHI SASAKI, VICE CHAIRMAN, ORGANIZING COMMITTEE, THE THIRD INTERNATIONAL OCEAN DEVELOPMENT CONFERENCE, AND MR. JUSTIN L. BLOOM, COUNSELOR FOR SCIENCE AND TECHNOLOGY, BVTRICAN EMBASSY, TOKYO. ALSO ATTENDING AS GUESTS WERE MINISTER WILLIAM D. MILLER, PUBLIC AFFAIRS OFFICER, USIS, AND MR. WILLIAM PIEZ, ECONOMIC/COMMERCIAL COUNSELOR, AMERICAN EMBASSY. FOLLOWING RIBBON CUTTING, GUESTS TOURED TY EXHIBITION. APPROXIMATELY ONE HUNDRED ATTENDEES FROM TARGET AUDIENCE JOINED REPRESENTATIVES FROM THE AMERICAN BUSINESS COMMUNITY AND XHIBITORS IN RECEPTION WHICH FOLLOWED. ATTENDANCE INCREASED DAILY THROUGHOUT WEEK REACHING TOTAL OF 1,325 REGISTERED VISITORS WITH FIFTEEN PERCENT COMING FROM OUTSIDE TOKYO AREA. ON AUST 8, DR. JACQUES PICCARD, PRESIDENT OF INTERNATIONAL INSTITUTE OF ECOLOGY, SWITZERLAND, AND KEYNOTE SPEAKER OF THIRD INTERNATIONAL OCEAN DEVELOPMENT CONFERENCE, VISITED TRADE CENTER AND TOURED EXHIBITION. SHOESMITH

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<< END OF DOCUMENT >>

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